

Docket No. CANN-0208

**IN THE UNITED STATES PATENT AND  
TRADEMARK OFFICE**

*PRELIMINARY AMENDMENT*

Applicant: Cannon Docket No.: CANN-0208  
Serial No.: Group Art Unit:  
Filed: Examiner:  
TITLE: METHOD AND  
APPARATUS FOR  
ANALYZING DATA AND  
ADVERTISING  
OPTIMIZATION

This application is a divisional of application Serial No. 09/038,380, filed 03 November, 1998. Please accept the following preliminary amendment and please amend the divisional application filed herewith as follows:

I HEREBY CERTIFY THAT THE CORRESPONDENCE TO WHICH THIS STATEMENT IS AFFIXED IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE, POSTAGE PAID, AS FIRST CLASS MAIL IN AN ENVELOPE ADDRESSED TO THE COMMISSIONER OF PATENTS AND TRADEMARKS, WASHINGTON, D.C., 20231, ON: March 22, 2001

SIGNED: Heather Clark

Heather Clark

**In the Specification**

Please add the following paragraph before the Background of the Invention Section on page 1:

This application is a divisional of a patent application by Mark E. Cannon entitled "METHOD AND APPARATUS FOR ANALYZING DATA AND ADVERTISING OPTIMIZATION", serial number 09/038,380, filed March 11, 1998, which is incorporated herein by reference.

**In the Claims**

Please cancel claims 35-64 in light of the prosecution in the parent application indicated above, serial number 09/038,380, which was filed on 03 November 1998.

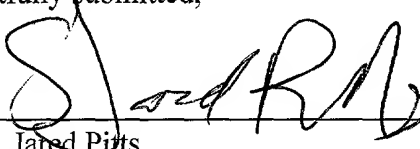
**Remarks**

The Examiner is invited to telephone S. Jared Pitts (Reg. No. 38,579) if this would in any way advance the prosecution of the case. The fee for the application filed herewith was calculated after accounting for the above amendment. If there are any fees due as a result of this amendment, please deduct these fees from Schmeiser Olsen & Watts deposit account no. 19-0513.

Respectfully submitted,

Date: March 22, 2001

By

  
S. Jared Pitts  
Reg. No. 38,579

**SCHMEISER, OLSEN & WATTS LLP**  
18 East University Drive, #101  
Mesa, AZ 85201  
(480) 655-0073